

Abstract

The present invention achieves advancement in the art by providing a method and apparatus for selective positioning of a wick material in a vapor-dispensing device that facilitates effective fragrance vapor delivery while offering significant advantages in manufacture, assembly, product performance, and product safety. In one embodiment, the wick is suitably selected and positioned such that sufficient surface area of the wick material is suitably exposed to the heating unit to enable effective evaporation of a vaporizable liquid, but the wick height relative to the heating element minimizes the amount of surface area of the wick in proximity to the heating element. Additionally, the positioning can reduce the need for protective overcaps and other apparatus for protecting the wick.